

## BAB 5

### SIMPULAN, KETERBATASAN DAN SARAN

#### 5.1 Simpulan

Didalam penelitian ini, peneliti menguji pengaruh *positive online comments*, *reference group* terhadap niat beli *online* melalui *perceived value* dan *perceived risk* pada produk *fresh* organik di ILOTTEMART. Berdasarkan hasil pengujian dan pembahasan pada bab sebelumnya, maka dapat diambil kesimpulan sebagai berikut.

1. Hipotesis 1 yang menyatakan *Reference Group* berpengaruh terhadap *Perceived Value* pada Ilottemart, dapat disimpulkan semakin banyaknya informasi yang diterima dari *Reference Group* maka dapat meningkatkan *Perceived Value* pada Ilottemart.
2. Hipotesis 2 yang menyatakan *Reference Group* berpengaruh terhadap *Perceived Risk* pada Ilottemart, dapat disimpulkan bahwa semakin banyak informasi yang diterima dari *Reference Group* maka secara otomatis dapat menurunkan *Perceived Risk* pada Ilottemart.
3. Hipotesis 3 yang menyatakan *Positive Online Comment* berpengaruh terhadap *Perceived Value* pada Ilottemart, dapat disimpulkan bahwa semakin banyak *Positive Online Comment* yang diberikan konsumen dapat meningkatkan *Perceived Value* pada Ilottemart.
4. Hipotesis 4 yang menyatakan *Positive Online Comment* berpengaruh terhadap *Perceived Risk* pada Ilottemart, dapat disimpulkan bahwa semakin banyak *Positive Online Comment* yang diperoleh dari konsumen dapat menurunkan *Perceived Risk* pada Ilottemart.
5. Hipotesis 5 yang menyatakan *Perceived Value* berpengaruh terhadap *Online Purchase Intention* pada Ilottemart, dapat disimpulkan bahwa semakin banyaknya *Perceived Value* yang diberikan dapat meningkatkan *Online Purchase Intention* pada Ilottemart.
6. Hipotesis 6 yang menyatakan *Perceived Risk* berpengaruh positif signifikan terhadap *Online Purchase Intention* pada Ilottemart, dapat disimpulkan bahwa semakin banyaknya *Perceived Risk* yang diberikan dapat menurunkan *Online Purchase Intention* pada Ilottemart.
7. Hipotesis 7 yang menyatakan *Reference Group* berpengaruh terhadap *Online Purchase Intention* melalui *Perceived Value* dan *Perceived Risk* pada

Ilottemart, dapat disimpulkan bahwa *Online Purchase Intention* dapat dihasilkan ketika *Reference Group* menghasilkan *Value* dan *Risk*.

8. Hipotesis 8 yang menyatakan *Positive Online Comment* berpengaruh terhadap *Online Purchase Intention* melalui *Perceived Value* dan *Perceived Risk* pada Ilottemart, dapat disimpulkan bahwa *Online Purchase Intention* dapat dihasilkan ketika *Positive Online Comment* menghasilkan *Value* dan *Risk*

## 5.2 Keterbatasan

Berdasarkan penelitian yang telah dilakukan, keterbatasan dalam penelitian ini adalah sebagai berikut:

1. Penelitian ini hanya terbatas bagi konsumen yang berada di Sebagian wilayah Surabaya, sehingga penilaian terhadap Ilotte belum mewakili sampel yang berada di Surabaya secara keseluruhan.
2. Terdapat banyak sekali berbagai macam jenis produk dalam aplikasi Ilotte, sehingga penelitian mengalami keterbatasan dalam mencari responden yaitu 150 responden.

## 5.3 Saran

### 5.3.1 Saran Akademis

Bagi peneliti di masa yang akan datang dapat menjadikan penelitian ini sebagai referensi apabila menggunakan variabel *Reference Group*, *Positive Online Comment*, *Perceived Value*, *Perceived Risk*, dan *Online Purchase Intention*. Diharapkan peneliti di masa yang akan datang dapat menggunakan objek yang lain seperti *Happy fresh*, *Transmart*, dan lainnya dalam penelitian. Sebaiknya menggunakan kuesioner secara manual agar dapat menjangkau para responden di berbagai wilayah Surabaya dan memperoleh data yang valid kembali.

### 5.3.2 Saran Praktis

Berdasarkan penelitian yang telah dilakukan, maka dapat diberikan beberapa saran sebagai berikut.

1. Bagi pihak pengelolaan *online comments* perusahaan ILOTTEMART agar lebih memperhatikan *Online Comments* yang masuk dan menjadikan

pertimbangan terhadap saran-saran yang disampaikan konsumen untuk niat beli *online* konsumen.

2. Bagi pihak pengelolaan *online shop* ILOTTEMART perlu diperhatikan bagaimana *reference group* berdasarkan komentar-komentar konsumen. Hal ini dapat dilakukan untuk bahan evaluasi terhadap *online shop* dan untuk meningkatkan nilai persepsi baik konsumen.
3. Bagi pihak pengelolaan pemasaran pada perusahaan ILOTTEMART agar lebih memperhatikan bagaimana pemasaran produk agar dapat meningkatkan *Reference Group*, *Positive Online Comments*, dan *Perceived Value* agar dapat menekan *Perceived Risk* dan meningkatkan niat beli *online* konsumen. Pihak ILOTTEMART harus memastikan bahwa ILOTTEMART mampu memberikan pengaruh dan rekomendasi kepada orang lain agar membeli produk yang sama sehingga mampu bersaing dengan *online shop* lainnya.

## Daftar Pustaka

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